

**MINUTES OF LOOE TOWN COUNCIL TOWN TOURISM COMMITTEE  
MEETING**

held in the Tourist Information Centre, The Guildhall, Fore Street, East Looe  
on Tuesday 14<sup>th</sup> November 2012 at 7.00pm

**REPORT TO COUNCIL**

**PRESENT**

Chairman - Cllr Mrs E Hannaford  
Mr Mark Camp – Tourist Information Centre  
Manager  
Mrs Edythe Coles - SECTA

**IN ATTENDANCE**

Town Clerk – Mrs Anne Frith  
Councillor A Toms

**29. APOLOGIES**

Apologies for absence were received from Councillors W Martin,  
E B Galipeau and Mrs M Gill –Polperro Promotion Group.

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In order to make this meeting quorate the Chairman co-opted  
Councillor Toms for the purpose of this meeting only.

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**30. TO RECEIVE DECLARATIONS OF INTEREST**

There were no declarations made.

**31. TO RECEIVE QUESTIONS OR STATEMENTS FROM MEMBERS OF  
THE PUBLIC**

There were no members of the public present.

**32. MATTERS ARISING FROM THE MINUTES OF THE MEETING OF 4<sup>th</sup>  
SEPTEMBER 2012**

.1 Ref Min No: 28 – Vending Machine

Councillor Martin has requested that another letter be sent to East Looe Town  
Trust clarifying that all monies raised from this machine are to be donated to  
Looe in Bloom.

The Clerk was asked to write to East Looe Town Trust.

**33. TO RECEIVE A REPORT FROM THE TOURIST INFORMATION  
CENTRE MANAGER**

Mr Camp gave his report as attached Appendix 'A'.

With reference to the web stats Mr Camp informed that the busiest  
period was 3<sup>rd</sup> June (Diamond Jubilee Weekend) and 15<sup>th</sup> July

(Festival by the Sea). There had been an increase of visitors to the site of 114.88%, 91% of which were from the UK, there had also been an 873% increase of visitors to the site looking for Polperro.

In response to Mr Camp's concerns about the water quality and its effect on tourism both Councillor Mrs Hannaford and Councillor Toms explained that these concerns had not been ignored and that South West Water are investing a considerable amount of money into relining of the pipes all over Looe which should help alleviate the issues but the most problematic issue is fat in the pipes, particularly in East Looe.

Councillor Mrs Hannaford stated that there is little we can do as a Council, all we can do is keep the pressure on South West Water and work with the Environment Agency to mitigate the effects of run off for example.

Councillor Mrs Hannaford also apologised for not keeping Mr Camp and SECTA informed of the progress being made.

**34. TO RECEIVE A REPORT FROM SECTA**

Mrs Coles gave her report as per attached Appendix 'B'.

Concerns were raised about the reduction of college courses available in the hospitality and tourism sectors therefore reducing the number of trained people. It was suggested that the schools and colleges be contacted by the Tourist Information Centre and SECTA to offer work experience and Councillor Toms offered to put Mrs Coles in touch with the apprenticeship scheme.

Councillor Mrs Hannaford also reported that Nathan Outlaw would like to be involved in everything.

Mrs Coles asked for it to be minuted that SECTA were in full support of the action taken by Looe Town Council to clean up the back streets.

**35. TO RECEIVE A REPORT FROM THE CORNWALL COUNCIL TOURISM PANEL**

Councillor Mrs Hannaford reported that the panel meeting had been cancelled again. There had been no tourism strategy started and it would appear that this is being left for the new Council after the elections. Malcolm Bell has been building up information for the strategy and two new Cabinet members have been appointed to this panel one specifically for tourism and who will be advocates for tourism and re-activate this panel.

Mrs Coles informed that Malcolm Bell is coming to talk to SECTA and TAVATA and Best of Bodmin Moor have also been invited, this will be in March when all the tourism figures are in.

Councillor Mrs Hannaford stated the digital postcard produced by Visit Cornwall for Mevagissey was very good and it was suggested that a letter be sent to Malcolm Bell congratulating him on the Digital postcard and to offer help in producing one for Looe.

**36. TO RECEIVE A REPORT FROM THE POLPERRO PROMOTION GROUP**

Councillor Mrs Hannaford read out a report provided by Mrs Gill as attached Appendix 'C'.

The car parking charges are a big problem for Polperro with no obvious solution. Councillor Mrs Hannaford reported it had mooted that an

electric bus park and ride service from Polperro School with a charging point at the school for the bus, this could run during the main school summer holidays.

It is difficult to know how Polperro can be helped.

**37. TO RECEIVE AN UPDATE ON THE TOURIST INFORMATION CENTRE REVIEW**

It was agreed that most suggestions had been implemented with the exception of a flat screen for advertising installed in the Tourist Information Centre window. Councillor Mrs Hannaford asked for the purchase of a flat screen to be referred to the Finance and Works Committee.

The new map-pad being produced is proving slightly difficult due to the difficulty in selling the advertising space but this is being chased up.

**38. TO DISCUSS A DRAFT WEDDING GUIDE**

There had been no meeting held, a meeting is scheduled for 20<sup>th</sup> November.

**39. TO RECEIVE AN UPDATE ON NEW YEAR'S EVE FIREWORKS**

Councillor Toms reported that this year's fireworks have been secured having raised £3,667 from the fund-raising evening on 9<sup>th</sup> November plus a donation of £1,000 from Dave Rowland's giving a total so far of £4,667.

**40. TO DISCUSS THE LAUNCH OF THE WALKING ROUTES**

Councillor Mrs Hannaford informed that the launch of the Looe Walking Routes will take place on 30<sup>th</sup> November at 10.00am in the One Stop Shop followed by a walk guided by Mr Camp.

**41. MATTERS FOR FURTHER DISCUSSION**

**.1 Liskeard Town Team**

Councillor Mrs Hannaford stated that she had been informed that the Liskeard Town Team have done a deal with the Devon and Cornwall Rail Partnership to offer the people of Looe a discounted shopping experience in Liskeard, a report will be in this week's Cornish Times.

It was agreed that the Looe businesses need to be protected. A reciprocal agreement would have been welcome.

**The Meeting closed at 8.30pm.**

## **Town Tourism Meeting Nov 13<sup>th</sup> 2012**

### **End of Season Review**

People through the door: 67404

Bookings made: 195 (equates to £23,139 of business.)

Sales of books, maps etc down approx 10% on last year

Busiest week, week ending 4<sup>th</sup> August, carnival week

Financially, best week was w/e 23<sup>rd</sup> September (Music Fest) but taking tickets sales away best week was w/e 19<sup>th</sup> August.

Web stats: see attached form

Looe Guide; Sent out 894 up to Nov 1<sup>st</sup>, 30 down on last year. All but a handful of 10,000 gone.

Best sellers:

Railway cards, profit of over £330

OS maps

Fridge magnets, profit of over £240

### **Winter Opening**

As off Monday 5<sup>th</sup> the centre has been unmanned, unless I am around. We are still getting a steady stream of visitors in but not enough to warrant having a member of staff sat out there. We plan to reopen between Christmas and New Year probably on the 29<sup>th</sup> for three days and then four days a week from Jan 4<sup>th</sup>.

### **Recent Meetings**

In the last month I have attended several meetings on behalf of the TIC.

The Looe Valley Line Forum at Liskeard was also attended by Cllr Chris Rose and we were informed that although the line has not been as busy as last year it is still forecast to top the 100,000 travellers by the end of the year. This is an increase of 50% on users 10 years ago and not bad for a year when we know in general that numbers are down. Julian Crow of First Great Western confirmed that the Looe line is under no threat of closure but has no idea when the franchise for the SW region will now be sorted, stating it could be this time next year before there is any news. Plans for a half hourly service on the main line through Cornwall are on-going and this will be great when it happens.

The Visit Cornwall TIC/Tourism Associations meeting at Wheal Martyn gave Malcolm Bell a chance to run through several sets of statistics. He first talked

through the recent Community Attitudes Survey, key points within the report being...

- A range of samples was taken in the “hot spots” of Cornwall as well as the “not so hot spots” of Cornwall.
- 29% of Cornish residents said that in their own opinion their work was in or dependent on tourism.
- 85% of residents think tourism is good for the area.
- 65% of residents think tourism is of great value.

He then went through the latest Visit England research which stated what I think we know, less people are taking holidays, and those that are have less money and the majority will wait to see what the weather is doing before deciding on going away. The only good news was that Cornwall is still the top place in the country for holidays.

I also had a meeting at Polraen with Rob Torr of the Environment Agency and Manda Brookman of COAST in which we discussed the problems concerning the water quality and the effect it could have on Looe’s tourism if things do not improve. This is something I have brought up in the past at this meeting and was told not to be too concerned; can we now make it a priority before it is too late?

### **Visit Cornwall Awards**

We did not get shortlisted for the awards this year, which Bodmin won for the fourth year running. We will, at some point, get feedback to show where we failed in this year’s bid, but with Bodmin, Bude and Falmouth all in modern purpose built offices with much larger budgets it is not rocket science to see why we did not make the top three. At the end of the day we have done very well over the last four years on meagre resources and I would like to thank my team for all the hard work during 2012. The good news from Visit Cornwall is that we have received a grant of £4000 towards the running of the TIC again this year.

### **Looe Guide 2013 & Map Pad**

I am currently working on the guide with advertisers slowly coming in. Only one definite drop out this year so far and still several new advertisers thinking about it. As for the map pad, we have been out dropping ratecards around the town and now need to chase things up.

Both [www.looeguide.co.uk](http://www.looeguide.co.uk) and [www.looefestivals.org](http://www.looefestivals.org) have now got all the major events for 2013 displayed, I have also given this information to Seymac so they will add it to their attraction brochure and Events posters.

*M. Camp Nov 13<sup>th</sup> 2012*

Analytics Audience Overview can be viewed in the Council Office.

TOWN TOURISM COMMITTEE

**SECTA REPORT 13th November 2012**

Our Caradon in Bloom presentations went extremely well, with Looe and Saltash sharing first prize for best town. The event was very well attended and everyone seemed to approve of the venue. Thanks to the Eliot House Hotel who provided an excellent service.

Congratulations to all those involved in the Looe Music Festival, a super event from which every business in town must benefit – directly or indirectly. Many thanks also to Armand Toms and his helpers for taking up the challenge of getting the New Year fireworks back on track. A most enjoyable evening at the Hannafore Point and a considerable amount of money raised.

Along with Chairmen of BOBM and TAVATA and Malcolm Bell I attended a meeting at the new tourism academy at St Mellion. This is a most interesting project still in its very early stages. We hope to work with them to encourage and help students wanting to come into the tourism industry.

Speakers at our last networking meeting were Tim Alsop and Paul Ridley. Paul is going to be head chef at the new Nathan Outlaw restaurant opening in Looe in the spring. Nathan was unable to attend as he was opening a new restaurant in Knightsbridge. We again hope to work with them and other restaurants in promoting south east Cornwall as a great food location.

Although the media had a bit of a field day with the cleanup of the back streets of Looe, SECTA fully agrees with what needed to be done. Well done to Simon and his team for taking a stance on this.

## Appendix 'C'

### PPG Report of Maz Gill – 13<sup>th</sup> November 2012

Firstly, I have to apologise for not attending tonight, but I have a PPG meeting that I must attend.

On 31<sup>st</sup> October this year, Polperro received tremendous coverage on BBC television. The programme was `THE GREAT BRITISH FOOD REVIVAL` presented by famous English based Italian chef GEORGIO LOCATELLI.

He was filmed on the Polperro quayside promoting the virtues of the Cornish Pilchard.

Apart from telling viewers about the quality of Pilchards, and showing how to prepare and barbeque them, he went into the museum to be filmed interviewing Paul Greenwood about the history of Cornish Pilchard fishing, particularly in the days of fishing under sail.

It was an excellent programme and good that the BBC chose to film a lot of it in Polperro.

Our Polperro floral displays this year have received some recognition and acclaim.

Firstly, we won 1<sup>st</sup> prize and £250.00 as a group winner in Cornwall in Bloom, and secondly, received a Highly Commended in Caradon in Bloom.

It was thoroughly deserved recognition for the efforts put in by the village as a whole to create such a floral delight for everyone.

Our first PPG promoted `Polperro in Bloom` competition came to a very successful conclusion, with the Cornish Guardian publishing a lovely article on the event, with a large photograph of all of the prize winners. There is no doubt that this will become a popular annual event.

It is very sad to report that 6 businesses have closed in the village with almost certainly more to follow.

The question of the cost of parking in Polperro is still an ongoing cause of complaint from locals and visitors alike.

Traders have started to tell people to write to Mr Cowell voicing their opinions. Sadly, we have an owner who doesn't even live in the village, that doesn't seem to care about the issue, and refuses to listen to representations saying that it is his business and that is the end of it.

At this time there is nothing further to report.

Maz Gill

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